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CC:	
Date:	Wed, 11/12/2014 4:16:44 PM
Subject:	Walter Isaacson Discusses His New Book "The Innovators" at Google

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Free Resource - November 12th, 2014

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Now for today's free resource:

Walter Isaacson on The Innovators

In this discussion hosted on the Google Campus, best-selling historical biographer Walter Isaacson digs into his latest book, **The Innovators: How a Group of Hackers, Geniuses, and Geeks Created the Digital Revolution** with internet pioneers Vint Cerf and Bob Kahn. Known recently for his popular biography of Steve Jobs, Isaacson's newest book tracks the history of computing and the internet, a world-changing series of innovations that came about chiefly due to collaboration. Starting with Ada Lovelace the "world's first computer programmer" and moving forward to breakthroughs made by Alan Turing that in turn helped make the internet possible in the late 60's, Isaacson stresses how every step was made possible by a free exchange of ideas and collaborative effort. The discussion is given added depth by Cerf and Kahn, who provide first-hand insight to everything discussed. Watch this engrossing talk on YouTube.

Walter Isaacson on The Innovators

Deal of the Day

The Innovators: How a Group of Hackers, Geniuses, and Geeks Created the Digital Revolution

Following his blockbuster biography of Steve Jobs, The Innovators is Walter Isaacson's revealing story of the people who created the computer and the Internet. It is destined to be the standard history of the digital revolution and an indispensable guide to how innovation really happens.

What were the talents that allowed certain inventors and entrepreneurs to turn their visionary ideas into disruptive realities? What led to their creative leaps? Why did some succeed and others fail?

In his masterly saga, Isaacson begins with Ada Lovelace, Lord Byron's daughter, who pioneered computer programming in the 1840s. He explores the fascinating personalities that created our current digital revolution, such as Vannevar Bush, Alan Turing, John von Neumann, J.C.R. Licklider, Doug Engelbart, Robert Noyce, Bill Gates, Steve Wozniak, Steve Jobs, Tim Berners-Lee, and Larry Page.

This is the story of how their minds worked and what made them so inventive. It's also a narrative of how their ability to collaborate and master the art of teamwork made them even more creative. For an era that seeks to foster innovation, creativity, and teamwork, The Innovators shows how they happen.

Listen to a free sample of: The Innovators

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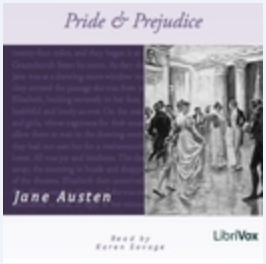

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